



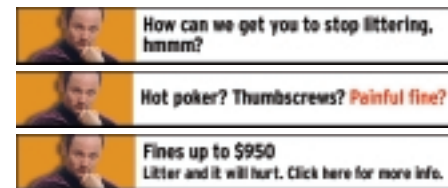
Litterbags

Distribution of litterbags is a major goal of the campaign. Sponsors can opt to put their logo on litterbags and distribute

bags at point-of-sale or public events.

Talking and Static Web Banners

Three “talking” web banners featuring Torquemada are available for use on company web sites or Intranets. A variety of static banners that provide litter fine information are also available for use on web sites.



For a complete view of all campaign elements, go to www.ecy.wa.gov/programs/swfa/litter
For sponsorship information, call 206-448-3754.

Washington State Department of Ecology
DOE Solid Waste Program
P.O. Box 47600
Olympia, WA 98504-7600

If you have special accommodation needs or require this document in alternative format, please contact Megan Warfield, Litter Programs Coordinator, at 360-407-6963 (Voice) or 360-407-6006 (TTY)



WE WILL ASK NICE AT FIRST.

THEN WE WILL GET, HOW DO YOU SAY, PERSUASIVE.

Be a good citizen and join the “Litter and it will Hurt” public education campaign.

Washington State is getting dirtier by the minute. Over 16 million pounds of litter per year accumulate on state and county roads. Another 6 million pounds of litter foul our state parks and public lands. 260 million cigarette butts are being tossed, along with everything from tire treads to beer bottles to fast food wrappers.

The Washington State Department of Ecology spends \$4 million a year for pick-up, but that money is only enough to pick up 25-30% of the litter we’re generating. That’s why Ecology is mounting the first statewide public education campaign against litter in ten years.

The campaign is designed to encourage partnership between public and private companies to help educate people on how litter hurts. A comprehensive advertising campaign encompassing TV spots, print, outdoor, point-of-purchase elements and a web site is being created. The core message of the campaign is that Washington State has stiff fines for littering and you can be hurt (in the wallet) if you get caught.

Washington State Patrol, Washington Department of Transportation, and Washington Department of Ecology are joining together in an unprecedented partnership to “surround the enemy” with stricter enforcement of litter fines, a citizen hot-line to report violators, warning letters linked to citizens’ license plates, and road sign reminders.

Won’t you help clean up our state by getting involved in our campaign?

Belo Marketing Solutions and Entercom Partnership

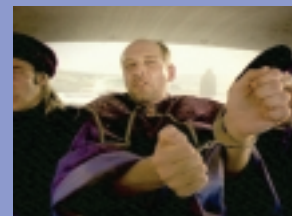
We have partnered with two of the most powerful television and radio media outlets in the state in order to get our anti-litter message seen throughout Washington. Belo Marketing Solutions is the number one television, cable and internet news programming resource in Washington State. Entercom is the fourth largest radio broadcasting company in the United States and reaches more people in the Pacific Northwest than any other radio broadcast group. These companies have committed to a multi-year media partnership with Ecology to air the anti-litter campaign and sell sponsorship packages.



Television Commercials

Three humorous 30-second TV spots focus on the stiff punishments meted out to litterers. Torquemada, the Grand Inquisitor from the 15th Century aided by his two henchmen, argue in each spot for even stiffer punishments for

“vile litterers” (the rack, hot pokers, thumbscrews). Fines ranging from \$95 to over \$1,000 are shown to hit litterers where it hurts the most: in their wallets. Non-litterers are urged to call 866-LITTER-1 when they see someone who needs a reminder. Belo Marketing Solutions will also work with sponsors to create “educational” vignette spots or tag existing spots with litter messages.



▶ Decision :30

◀ Pullover :30



866-LITTER-1

A majority of residents in Washington want to do something about our litter problem. Based on campaign research that indicated 85% of King County residents are likely to report litterers, a new toll-free litter-line will be established. People who see someone tossing a lit cigarette or illegally dumping or throwing out a beer bottle can call 866-LITTER-1 to report the offender’s license number. People who litter will receive letters from Washington State Patrol.



Radio Spots

Humorous radio spots use theater of the mind to show how much it will hurt if you get caught littering. Torquemada and his henchmen argue for singing “Found a Peanut” over and over in one spot. In another, they recommend loose boxer shorts, honey and a jar of fire ants. Spots urge people who care about keeping Washington clean to report litter violators

Spectacular Outdoor Board

Creative is available for a company or group who would like to sponsor a spectacular outdoor board made entirely of three-dimensional litter. Companies can also sponsor placement of painted outdoor boards that highlight the 866-LITTER-1 hot line.

Stepped Up Enforcement

Research among litterers makes it clear that the best way to get people to stop littering is to make them believe that they can be caught and that they will be punished. Washington State Patrol and a host of other law enforcement entities will be passing out litterbags and reminding people of the fines for littering. Troopers will also cite litterers during “litter emphasis” periods throughout the year.

Roadway Signs Around the State

The Department of Transportation will be posting “Litter and it will hurt” signs across the state in a three-year signage replacement program.

Over 7000 miles of roadway will receive permanent signs that highlight the campaign theme and advertise the toll-free litter line.

Litter and it will hurt.

Posters and Point-of-Sale Materials

A sustained, state-wide effort to get the “Litter and it will hurt” message out is being mounted. Print ads highlighting fines are planned in a variety of magazines. Ad slicks are available for all sponsors who have in-house newsletters or other advertising venues. Free art for posters, retail signs, and counter-cards is available to all sponsors.

Okay, one last time:
This is not a urinal.



Get caught tossing a bottle of urine and you'll pay \$171. Fines for littering range from \$95 to \$1,000. Remember, Washington State Patrol has eyes out for violators. (Not to mention their noses).

Litter and it will hurt. REPORT VIOLATORS 866-LITTER-1

